

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Brad Blondheim		07/31/2008	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Genius Products, LLC		
Street Address:	2230 Broadway		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2883789	SCRATCH	
CORRESPONDENCE DATA			
Fax Number:	(310)820-5988		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	310.207.3800		
Email:	dax_alvarez@bstz.com		
Correspondent Name:	Dax Alvarez		
Address Line 1:	12400 Wilshire Boulevard		
Address Line 2:	7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90025-1040		
ATTORNEY DOCKET NUMBER:	008101.T015		
NAME OF SUBMITTER:	Dax Alvarez		
Signature:	/dax alvarez/		
Date:	11/05/2008		

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TRADEMARK
REEL: 003883 FRAME: 0185

Total Attachments: 2
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EXHIBIT A

U.S. TRADEMARK ASSIGNMENT

This Assignment made this ____ day of July, 2008, by Brad Blondheim (hereinafter referred to as "Blondheim"), a United States citizen and resident of the State of California, having an address at 13011 Montana Avenue, Los Angeles, California 90049 (hereinafter "Assignor"); and

WHEREAS, Assignor is the owner of and has adopted the mark SCRATCH for use with goods in International Class 9 and the corresponding U.S. Registration Number 2,883,789 (hereinafter collectively referred to as the "Mark");

WHEREAS, Genius Products, LLC, (hereinafter referred to as "Genius Products"), a limited liability company, organized under the laws of Delaware, having an address at 2230 Broadway, Santa Monica, California 90404 wishes to acquire Assignor's right, title, and interest in and to the Mark; and,

WHEREAS, Assignor wishes to assign the Mark to Assignee.

NOW, THEREFORE, in consideration of the sum of Four Thousand Dollars (\$4,000.00) and other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, grant, assign, transfer, convey and deliver to Assignee all of its right, title and interest, including all right, title and interest in and to all causes of action, either in law or in equity for past infringement in and to the Mark.

Assignor authorizes and requests the Commissioner of Patents and Trademarks to record Assignee as the owner of the entire right, title and interest in and to the Mark, for the sole use and enjoyment of the Assignee, its successors, assigns or other legal representatives.

Assignor warrants and represents that the Mark has not been previously assigned or encumbered in any manner and that it is free and clear of all liens and claims.

Assignor shall further render such other assistance as may be reasonably required by Assignee to record his ownership rights of the Mark in the United States but at no cost to Assignor.

IN WITNESS THEREOF, the Assignor has caused this assignment to be signed and executed on the date and year first written above.

Date: July/31, 2008

By: Brad Blondheim
Name: Brad Blondheim